

Your Secret Weapon: The Call to Action



The algorithm favors posts with high engagement. It signals high quality content and will bump that content up in users feeds and possibly the explore page. But the thing is, you have to tell people you want them to engage with your post.

Your caption is important. I can't tell you how many times I've seen posts where

1. The Instagrammer is rambling(the post doesn't have a point)
2. They throw up a family photo with the caption: " Had fun with the the family this weekend"

Only your most loyal followers will answer or make a comment.

Because everyone else is not compelled to do anything else. Most will maybe give it a double tap and move on. Captions are the storytelling behind your photo. Think of it as the alt tag of your photo. But other than a good catchy emotion evoking description, you need a call to action.

Tell people you want them to engage with your post: **give them something to do.**

Find ways to start a conversation by asking a question or using an action verb:

- Ask for suggestions

- Tell them to “double tap if you like this
- Tag a friend
- What do you think?
- Have you done this before?
- Download my ebook
- Head to my website
- Contact me...(link in profile)

Remember:

DON'T

- Post long rambling posts without a great photo. No one but your most loyal followers will read it.

- Post just random family photos with a "had fun this weekend with the fam" caption.

Because no one is compelled to do anything but double tap and move on.

You need a Call To Action. Give them something to do.

DO

- Use an action verb (Ex: Tell me, Check Out...)
- Ask a question
- Tell them to DO something (ex: Click on your link in profile...)
- If your caption IS long, tell an Interesting story.

Because remember, the more people interact with your content, the more Instagram thinks your content is worthy to be shown....